ABSTRACT OF THE DISCLOSURE

A system that incorporates an interactive
graphical user interface for visualizing clusters
(categories) and segments (summarized clusters) of
data. Specifically, the system automatically
categorizes incoming case data into clusters,
summarizes those clusters into segments, determines
similarity measures for the segments, scores the
selected segments through the similarity measures, and
then forms and visually depicts hierarchical
organizations of those selected clusters. The system
also automatically and dynamically reduces, as
necessary, a depth of the hierarchical organization,
through elimination of unnecessary hierarchical levels
and inter-nodal links, based on similarity measures of
segments or segment groups. Attribute/value data that
tends to meaningfully characterize each segment is also
scored, rank ordered based on normalized scores, and
then graphically displayed. The system permits a user
to browse through the hierarchy, and, to readily
comprehend segment inter-relationships, selectively
expand and contract the displayed hierarchy, as
desired, as well as to compare two selected segments or
segment groups together and graphically display the
results of that comparison. An alternative
discriminant-based cluster scoring technique is also
presented.